

GOVERNMENT OF ANDHRA PRADESH
A B S T R A C T

I&I Department - AP Digital Corporation Limited - Comprehensive Guidelines and Criteria for Empanelment of Websites for Government of AP advertisements on websites - Approved - Orders - Issued.

INFRASTRUCTURE & INVESTMENT (AIRPORTS) DEPARTMENT

G.O.Ms.No.16

Dated 31.12.2021.
Read the following:

- 1) G.O.Ms.No. G.O.Ms.No.19, I&I (Airports) Dept., Dated 31.03.2020.
- 2) From the VC&MD APDCL, Letter No. 002/Spl/APDCL/Digital Policy-2/2021, Date:08.04.2021.

ORDER:

In the G.O 1st read above, Government of AP has established AP Digital Corporation for strategically leveraging the Digital Media platforms by building direct communication with the people, to propagate the vision of the Government and to drive AP Digital Mission with desired objectives. The Government's aim is to publicise the information about welfare and development schemes through visual content and messaging via Digital and Social Media platforms. In this regard, there is a great need to have centralised and comprehensive Digital advertisement policy for Social and Digital Media platforms to achieve these two desired objectives: -

- a. To prepare effective strategies for execution of IEC (Information, Education and Communication) activities of the Government flagship programs with a uniform communication strategy.
 - b. To coordinate, control and track these activities in an effective manner to reach wider audience.
2. The Vice Chairman & Managing Director, AP Digital Corporation has prepared draft Policy Guidelines and Criteria for Empanelment of Websites, for Government of AP advertisements on websites and requested the Government to consider and issue suitable orders in this regard.
3. Government after careful examination hereby approve the following Comprehensive Guidelines and Criteria for Empanelment of Websites for Government of AP advertisements on websites:

I. Nodal Agency

M/s. APDCL shall be the Nodal agency for all Government of AP Departments/Corporations/Local bodies/societies /Government Institutions etc., for advertising on websites, which have to be empanelled through a process.

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II. Eligibility Criteria for Empanelment of Websites

- i. Website must be in operation for at least TWO years and should be under the same name (website address).
- ii. Website must have a minimum average Unique Users (from within India) per month (based on the data of 12 months immediately preceding the date of applying for empanelment), as prescribed from time to time by the nodal agency.
- iii. Websites which are owned and operated by companies that are incorporated in India are eligible for empanelment, but websites owned by foreign companies are eligible only if such websites have a wholly owned company registered and operating in India, which looks after their Indian advertisement business which is at least one year old.
- iv. Different websites belonging to one company / group can be empanelled, but the Unique User count of each website will be viewed separately and every website will be required to submit a separate application.
- v. Websites shall be categorized into Categories A, B and C depending on their monthly Unique User count and accordingly rate card shall be fixed. Minimum Unique User qualification count for each Category shall be:

Category	Unique Users Per Month (Average of last 12 months)
A	4 Million (40 lakh) and above
B	2 Million (20 lakh) to less than 4 million (40 lakh)
C	0.5 Million (5 lakh) to less than 1 million (10 lakh)

- vi. Websites shall follow the guidelines of Govt., of India issued vide G.S.R. 139(E) Notification of Ministry of Electronics and Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021
- vii. M/s. APDCL reserves the right to decline empanelment or suspend empanelment of any website if its content is found to be anti-national / obscene / indecent / anti- social / violating communal harmony and national integrity etc. or deemed objectionable in any form as determined by the competent authority, or if the website acts in violation of the existing Cyber Laws of India or for any other legal reason.
- viii. M/s. APDCL shall co-ordinate with Information & Public Relations Department and update these activities from time to time, so as to have a Comprehensive Advertisement Policy and Uniform Communication Strategy and also to achieve the desired common goals and objectives of the Government.

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ix. M/s. APDCL Board may decide on any additional eligibility criteria, as and when required as per the evolving digital scenario.

4. The Vice Chairman & Managing Director, APDCL shall take necessary action accordingly.

5. This order issues with the concurrence of the Finance Department vide their U.O.No. FIN01-FMU0MISC/146/2021-FMU-IIEIC (Computer No.1395922), Dated 20.09.2021.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

R.KARIKAL VALVEN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Vice Chairman & Managing Director, APDCL, Vijayawada.

Copy to
The Commissioner, I&PR.
The ITE&C Department.
The Finance (FMU-I&I, Energy and I&C) Department.
The GA (Cabinet) Department.
The P.S. to Secretary to Hon'ble CM,
The P.S to Hon'ble Minister for I&I,
The P.S. to C.S to Department.
The P.S. to Spl. C.S to Govt., I&I Department.
(C.No.INI01-APDC/5/2020-Airports, Comp.No.1392970)

//Forwarded :: By Order//

C. Kalyanachari
SECTION OFFICER
DA